



SPRING 2010 SURVEY SUMMARY

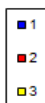
There were 110 responses to the Spring 2010 Main Street Survey. A summary of responses is listed below. Complete survey data begins on page four.

Question 1: Name of your organization

Answer: 103 Respondents listed their organizational names with seven responding N/A.

Question 2: Are downtown development and historic preservation about equal compared to other competing community needs?

Priority of Downtown Development & Historic Preservation



Answer:

14 low priority (12.7%)

36 about equal (32.7%),

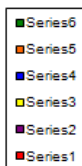
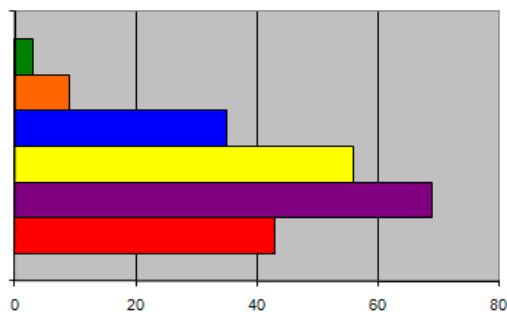
59 high community need (53.6%)

Question 3: Does your community consider historic preservation to be a stimulus to economic development?

Answer: Yes = 71, No = 38, N/A = 1

Question 4: Does your community have an organization dedicated to revitalizing your downtown? Check all that apply.

Organizations Dedicated to Revitalizing Downtown



Answer:

N/A or no answers (3)

No/None (9)

Main Street Organizations (35)

Economic Development Corp (56)

Chamber of Commerce (69)

Downtown Association (43)

Question 5: Does your town have staff dedicated to supporting and strengthening downtown?

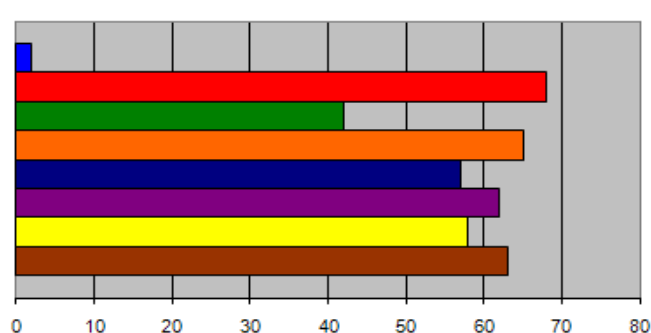
Answer: Yes = 58, No = 47, N/A = 5

Question 6: Does your community have a historic preservation officer?

Answer: Yes = 57, No = 56, N/A = 7

Question 7: What unmet need(s) for downtown development and historic preservation exist in your community? Check all that apply.

Unmet Needs for Downtown Development & Historic Preservation



Answer:

No unmet need – 2

Trans Planning and Streetscape Imp – 68

Water Systems Upgrade - 42

Affordable Housing – 65

Economic Dev Planning – 57

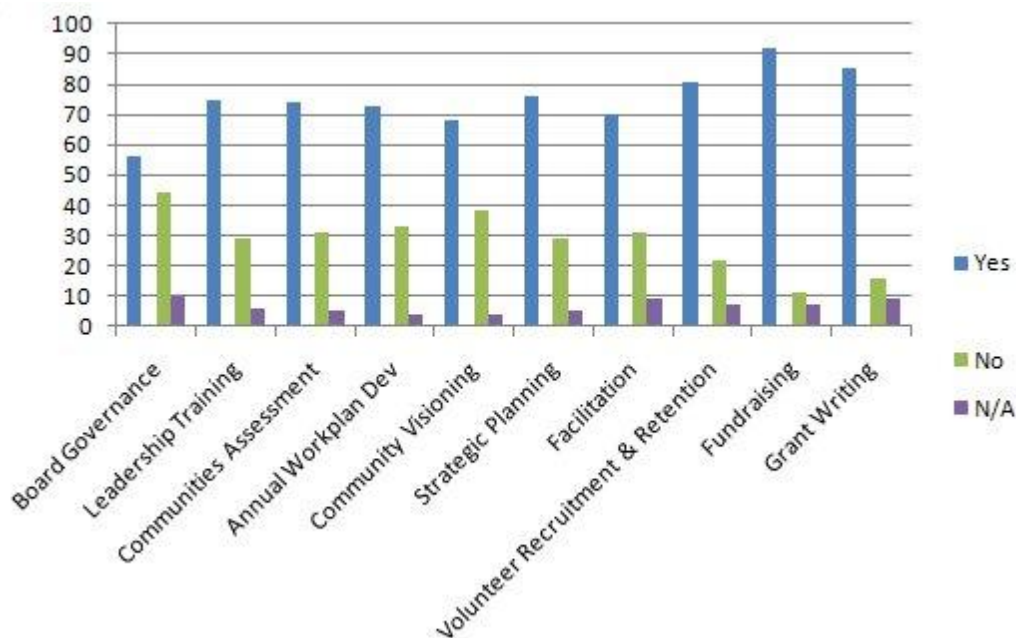
Promotional Assistance – 62

Design Services – 58

Organizational/Capacity Building – 63

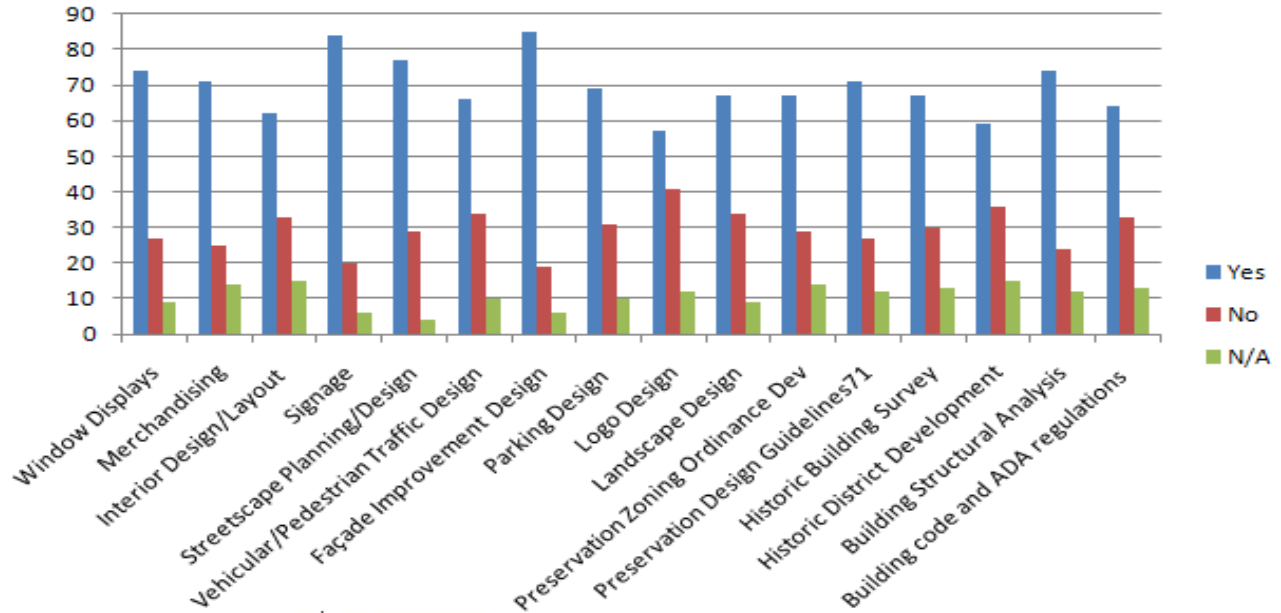
Question 8: Please indicate the level of need in the core area of "Organizational Development/Capacity Building."

Answer: Fundraising (92), Grant Writing (85), Volunteer Recruitment and Retention (81), Strategic Planning (76), Leadership Training (75), Communities Assessment (74), Annual Work Plan (73), Facilitation (70), Community Visioning Session (68), Board Governance (56)



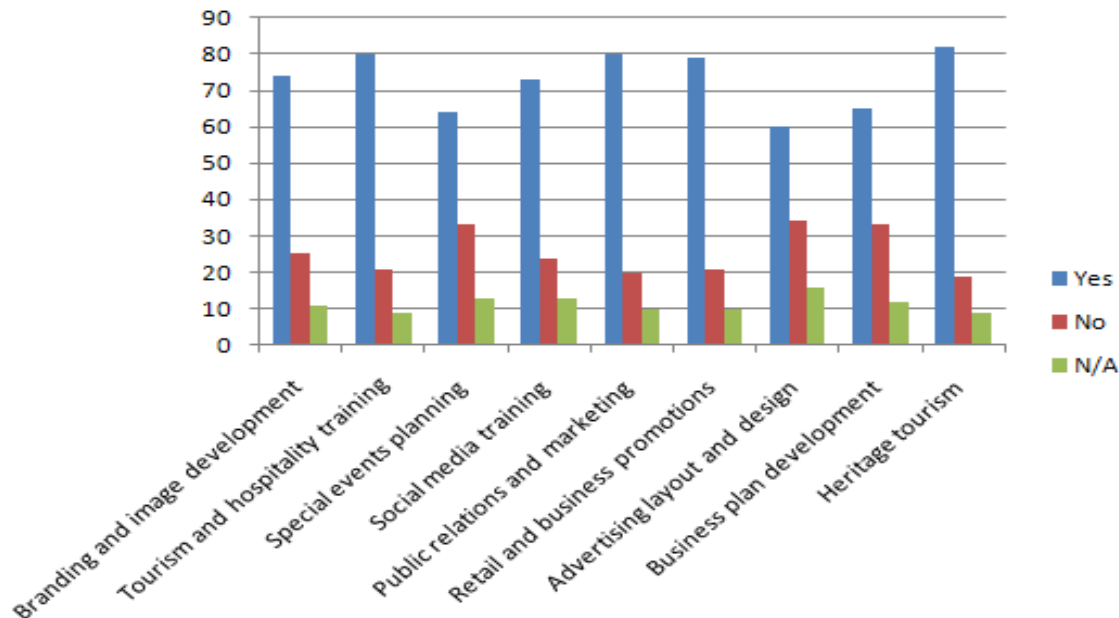
Question 9: Please indicate the level of need in the core area of "Design Services."

Answer: Façade Improvement Design (85), Signage (84), Streetscape Planning and Design (77), Window Displays (74), Building Structural Analysis (74), Merchandising (71), Preservation Design Guidelines (71), Parking Design (6), Historic Building Survey (67), Preservation Zoning Ordinance Development (67), Landscape Design (67), Vehicular and Pedestrian Traffic Design (66), Building Code and ADA Regulations (64), Interior Design and Layout of Retail and Service Stores (62), Historic District Development (59), Logo Design ((57)



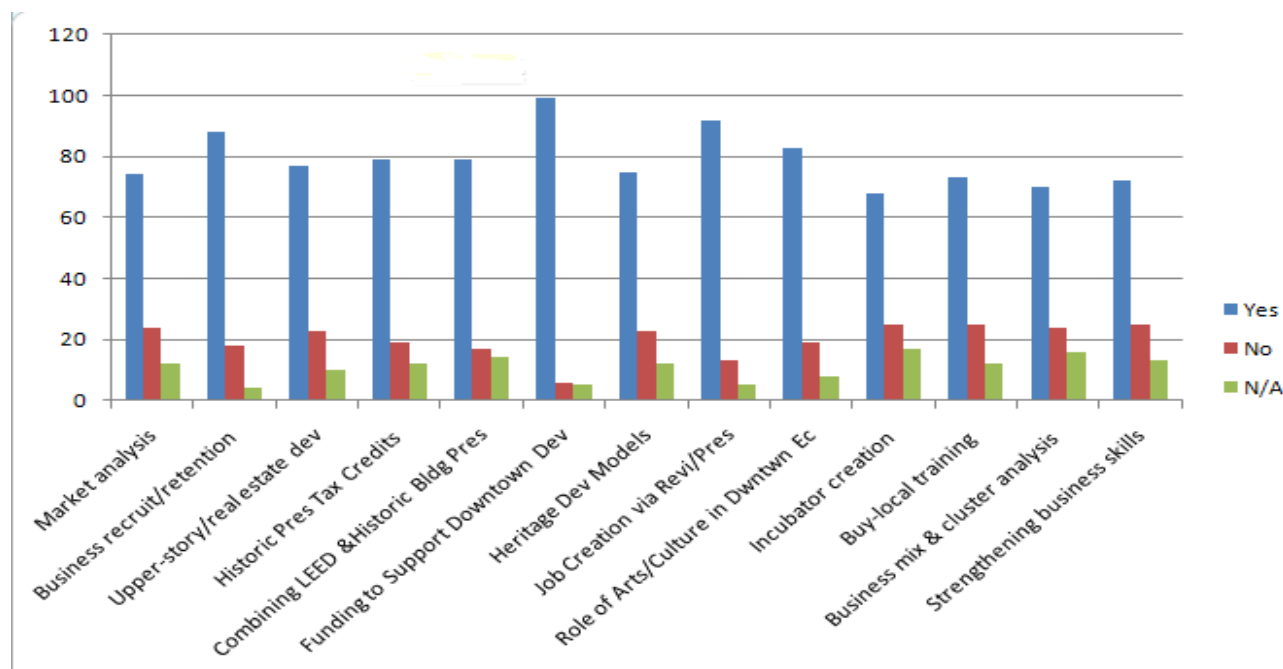
Question 10: Please indicate the level of need in the core area of "Promotional Assistance".

Answer: Heritage Tourism (82), Public Relations and Marketing (80), Tourism and Hospitality Training (80), Retail and Business Promotions (3), Branding and Image Development (74), Social Media Training (73), Business Plan Development (65), Advertising Layout and Design (60).



Question 11: Please indicate the level of need in the core area of "Economic Development Planning."

Answer: Funding Sources to Support Downtown Development (99), Creating Jobs through Downtown Revitalization and Historic Preservation (92), Business Recruitment and Retention (3), Role of Arts and Culture in Downtown Economies (83), Historic Preservation Tax Credits (79), Combining LEED Certification with Historic Building Preservation (79), Upper-Story Development/Real Estate Development (77), Heritage Development Models (75), Market Analysis (74), Buy-Local Training (73), Strengthening Business Skills (72), Business Mix and Cluster Analysis (70), Incubator Creation (68).



Question 12: Do you think your town would benefit from signing on as a Main Street community, or gaining assistance from the Montana Main Street Program?

Answer: Yes = 87, No = 9, N/A = 14

Question 13: Do you think your town would support a local downtown organization and pay dues?

Answer: Yes = 29, No = 25, N/A = 56

Question 14: Is there an organization in your community that could commit existing staff or an additional staff person to a quarter time or more to oversee a local Main Street program?

Answer: Yes = 45, No = 39, N/A = 26

Question 15: Would you like to learn more about how Montana's Main Street program could strengthen efforts to promote and support your downtown businesses?

Answers:

Please email me	Yes = 45, No = 48, No Answer = 17
Main Street representative to visit my community	Yes = 16, No = 57, No Answer = 37
Main Street representative to visit with local officials	Yes = 33, No = 46, No Answer = 30

Question 16: Would you like to be on our email list for announcements about the upcoming Main Street/Missoula Downtown Association conference this September?

Answer: Yes = 67, No = 34, No Answer = 9

Question 17: Would you like to be notified when the results of this survey are made available?

Answer: 63 respondents provided their email addresses to be notified of the results.

Question 18: Do you have any additional issues or concerns that you would like us to be aware of?

Answer: 28 people responded with additional comments and/or concerns.